




5. (Original) The method of claim 3, wherein plural messages can be entered by the user, and wherein the user can select any one of the plural messages for associating with a particular recipient in the set of potential gift recipients.
6. (Original) The method of claim 3, wherein plural messages are displayed at the client machine, any one of which is associable with a particular recipient in the set of potential gift recipients.
7. (Original) The method of claim 3, wherein the selection form further includes the at least one message which the user is enabled to associate with the potential gift recipient.
8. (Currently Amended) The method as in claim 12, wherein the association of gift items with potential gift recipients is made by selecting a radio button which is displayed at the client machine.
9. (Currently Amended) The method as in claim 12, wherein the association of gift items with potential gift recipients is made by selecting a checkbox which is displayed at the client machine.
10. (Currently Amended) The method of claim 12, including the additional step, once the set of intended gift recipients has been defined, of presenting at the client machine a shipping form which is automatically populated with the names and shipping information for each of the intended gift recipients, the shipping information including an address which is retrieved from the address book.
11. (Original) The method of claim 10, including the additional step of providing the names and shipping information of the intended gift recipients to the host server.
12. (Original) The method of claim 10, wherein the shipping information for at least one of the intended gift recipients is populated in the shipping form free of manual entry by the user.

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Claim 13: Canceled

14. (Original) The method of claim 1, wherein the address book is retrieved from the client machine.

15. (Original) The method of claim 1, wherein the address book is retrieved from a third party server.

16. (Currently Amended) The method of claim 1, including the additional step of executing ~~a~~the component at the client machine which performs the retrieving and combining steps (a) and (b).

17. (Original) The method of claim 1, wherein the selection form displays, for each name in the set of potential gift recipients, any prior gift item associations that were made in a previous session with the host server so as to advise a user of a possible repeat gift item purchase.


18. (Original) A method for facilitating purchases of gift items made available for purchase by a host server, comprising the steps of:

a) downloading to a client machine a component from the host server, the component including a selection template which coordinates with information in an address book which is accessible from the client machine;

b) retrieving into the component at least a set of names of potential gift recipients from the address book;

c) retrieving from the host server a set of gift items, each of which is associable with one or more names in the set of potential gift recipients;

d) displaying in a browser operating at the client machine a matrix of selection cells which is defined by intersecting rows and columns, one of the rows and columns denoting the set of gift items and the other denoting the names in the set of potential gift recipients; and

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e) enabling the user to associate names in the set of potential gift recipients with gifts in the set of gift items by interacting with one or more selection cells to thereby define a set of intended gift recipients.

19. (Original) The method as in claim 18, including the additional step of providing the set of intended gift recipients to the host server free of manual entry of the names of the intended gift recipients.

20. (Original) The method as in claim 18, wherein the interaction with the selection cells comprises selecting a radio button.

21. (Original) The method as in claim 18, wherein the interaction with the selection cells comprises selecting a check box.

22. (New) The method as in claim 1, including the additional step of adding the gift items available for purchase from the host server to an electronic shopping basket, wherein steps (b) through (f) are performed after the adding step in connection with a checkout by the user at the client machine.

23. (New) A method for facilitating purchases of gift items that are made available for purchase from a host server, comprising the steps of:


using a browser executing at a client machine, adding the gift items available for purchase from the host server to an electronic shopping basket; and

in connection with a checkout by a user at the client machine:


a) prompting the user with a permission request to access a particular address book including at least a set of names;

b) testing for the presence of a component on the client machine; and

c) in the event that the component is present on the client machine:

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- 1) retrieving at least the set of names from the particular address book using the component;
- 2) constructing a selection form which presents a matrix of selection cells, wherein each selection cell is at the intersection of a particular one of the added gift items from the electronic shopping basket and a particular name from the retrieved set of names;
- 3) displaying in the browser the constructed selection form;
- 4) enabling the user at the client machine to associate from within the selection form at least the particular one of the gift items with at least the particular name to thereby define a set of intended gift recipients; and
- 5) forwarding to the host server the set of intended gift recipients including at least the particular name retrieved from the particular address book.

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